LEO BURNETT COMPANY, *Inc.*
Ad No. 2443—Req. No. 79620—Winfield Reiss—Page—4/c Black—85/8 x 11 1/4 in.—National Magazines, 1971 (A)

Marlboro Red
or Longhorn 100's—
you get a lot to like.
Marlboro
Come to where
the flavor is.
Marlboro Country.
Kings: 20 mg "tar," 1.3 mg. nicotine—
100's: 22 mg "tar," 1.5 mg. nicotine av. per cigarette, FTC Report Nov. '70

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Source: https://www.industrydocuments.ucsf.edu/docs/rfln0003
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